



**ENVIRONMENTAL WORKING GROUP**  
**ANNUAL REPORT 2010**

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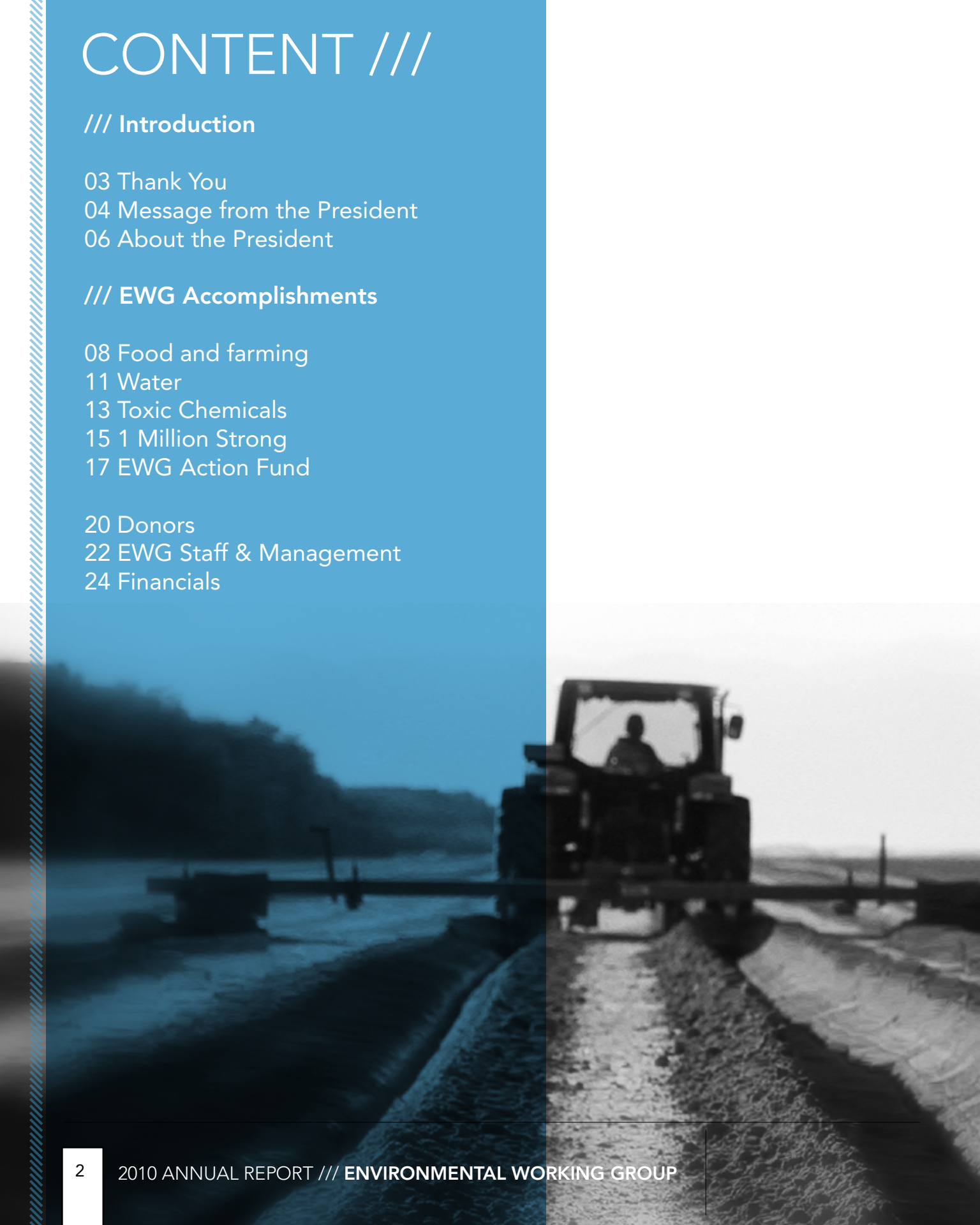
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# THANK YOU ///

EWG is grateful to the tens of thousands of individuals who supported our work in 2010. We had a banner year. From our toxics work to farm policy and consumers' right-to-know, you helped us achieve so much. Thank you for being in our corner again this year.

- Environmental Working Group, 2010  
[www.ewg.org](http://www.ewg.org)

# A MESSAGE FROM THE PRESIDENT ///



Just four years ago, our email list comprised 7,000 people. We ended 2010 with an audience of 1 million.

# 1 MILLION!

**E**nvironmental Working Group's list of email subscribers closed in on this stunning benchmark as 2010 ended.

The power of information meets the power of voices.

With 1 million people behind us, we can have a resounding impact on the national conversation. We can build consensus for change. We can move markets.

Our email list has grown 1,100 percent since January 1, 2007. That tells us we're doing something right.

Our online audience is growing rapidly. In January 2011, we logged more than 1.7 million visits, up 171 percent over January 2010. Also in January 2011, our websites had 10,397,031 page views, up 53 percent over the previous January. In 2010 our Facebook fan base expanded 152 percent.

We're all over the mainstream media: in 2010, EWG's work was featured in more than 2,000 articles and in

hundreds of local and national outlets, including CNN, NPR, ABC News, CBS News, The Washington Post, The New York Times, The Associated Press, The San Francisco Chronicle, Vogue and The Des Moines Register.

You've supported us unfailingly with dollars and by taking time to spread the word. It's a tough environment for progressive change. But we are making change happen, at an accelerating pace – thanks to you. You lend your voices. We do our best to amplify them.

Best,



Ken Cook  
President and Co-Founder  
Environmental Working Group

# ABOUT THE PRESIDENT

KEN COOK



Ken Cook, president and co-founder of Environmental Working Group, is widely recognized as one of the environmental community's most prominent and effective critics of establishment agriculture and U.S. farm policy. Under his leadership, EWG's research and analysis have become major forces in national policy debates over toxic chemicals, pesticides and air and water pollution.

In 2009, Cook was voted the "Ultimate Green Game Changer" by readers of The Huffington Post. As Arianna Huffington put it, "The EWG is an environmental superhero with a full set of digital tools in its arsenal."

Cook is a principal architect of the landmark conservation provisions of the 1985 farm bill, which for the first time attempted to shift the emphasis in U.S. farm policy from a narrow focus on maximum crop production to the conservation of land, water, wetlands and wildlife.

Under Cook, EWG's break-through innovation has been the creation of easy-to-use, online searchable databases to drive policy debates and bring about systemic change. The EWG Farm Subsidy Database has generated thousands of stories about America's broken farm policy. The New York Times said the website helped "transform the [2002] farm bill into a question about equity and whether the country's wealthiest

farmers should be paid to grow commodity crops while many smaller family farms receive nothing and are going out of business." Cook and EWG played a similarly prominent role during the crafting of the 2008 farm bill.

EWG has expanded this hallmark interactive data analysis model to map toxic pollution in people for EWG's human toxome project, plot nuclear waste transportation routes to Yucca Mountain, display mining claims near the Grand Canyon, analyze tap water quality nationwide and provide consumers with cosmetics ingredient safety information. EWG's databases and data visualization projects transform abstract concepts to tangible, personal connections with millions of people.

Cook earned a B.A. in history, B.S. in agriculture and M.S. in soil science from the University of Missouri-Columbia. He is a board member of The Organic Center and the Amazon Conservation Team. He and his wife Deb Callahan live in California with their son, Callahan Cook.



## RIGHT TO KNOW WHERE TAX DOLLARS GO

American attitudes toward food are undergoing a fundamental transformation. The signs are everywhere: farmers' markets sprouting like spring wheat, farm-to-school programs, buy-fresh and buy-local campaigns, local food policy councils, local and sustainable institutional purchasing, community-supported agriculture in which a farmer sells shares of his harvest to the public. Organic products are among the fastest growing segments in the U.S. food market.

Yet U.S. food policy lags far behind these dramatic societal changes. Americans expect better. As EWG sees it, the best chance to fix the broken, outdated U.S. food system is the 2012 version of the federal farm bill. In fact, as the unfolding debate makes plain, this bill really should be called the food bill. This bill sets national policy for child nutrition programs such as school lunch and supplemental nutrition assistance to low-income families, soil conservation, agricultural price supports and production incentives.



“Let’s hope this site inspires people to start gearing up for dealing with the next Farm Bill, coming up in a year or so. The EWG’s farm subsidy primer is a great place to begin. Happy searching!” – Food Politics, by Marion Nestle, May 6th, 2010

Corn, cotton, rice, wheat and soybeans account for 90 percent of farm bill money spent for growing crops.

Farm bills have traditionally authorized billions of taxpayers’ dollars for practices that encourage industrial grain farms to grow as much chemical-, water- and land-intensive crops as possible. In the future, U.S farm and food policies need to abandon perverse incentives that reward environmental degradation and discourage farmers from transitioning to healthier crops. Instead, our policies should help farmers protect water and soil and create a level playing field for all farmers.

To make the case, EWG has done what we do best. We’ve followed the numbers and told the real story behind the agricultural lobby’s highly exaggerated talking points. In the spring of 2010, we updated and launched our enhanced farm subsidy database. The new database showed just how broken our food and farm system is by calculating that in 2010 the government sent \$394 million in farm subsidy payments to absentee landowners living in nearly every major U.S. city. The database also showed that America’s largest agribusinesses, not small struggling family farmers, collect most of the subsidy dollars.

Many reporters are using EWG’S farm subsidy database to evaluate Tea Party candidates who campaigned against wasteful government spending but accept

substantial farm subsidies. As the 2010 campaigns got underway, EWG’s farm subsidy database was mentioned in The Associated Press and many regional outlets such as The Seattle Post Intelligencer and The Memphis Commercial Appeal.

EWG’s food and farm team’s reports -- “Clearcut Disaster,” “Driving Under the Influence,” “Kernel-nomics,” “The Other National Debt,” “Who Will Say No to Obama’s Cuts?” and “Bay out of Balance” -- helped drive the debate over ethanol policy, conservation practices and U.S. energy policy. They generated headlines in The Associated Press, The Wall Street Journal, The New York Times, The Baltimore Sun and The Des Moines Register.

EWG’s AgMag blog has become a go-to resource for thought leaders in agricultural policy.

EWG’s first San Francisco Earth Dinner in March 2010 made an inspiring debut, selling out in weeks. Alice Waters, one of the most influential figures in the local and sustainable food movement, and other stars of the food world attended this evening of great cuisine and stimulating conversation.

Our 2010 Shopper’s Guide to Pesticides featured a special introduction by Dr. Andrew Weil, the wellness expert.

# FOOD AND FARMING ///

EWG exposed an Obama administration proposal to fund \$1.5 billion in retroactive disaster payments to Arkansas farmers that would have resulted in a six-figure windfall for hundreds of plantation-scale, highly-subsidized rice and cotton farms across the South. This flawed policy proposal garnered editorials that highlighted EWG's work in *The New York Times*, *The Washington Post*, and *The Wall Street Journal*.

EWG's collaboration with FUNDAR, a Mexico City-based government policy watchdog group, resulted in a seminar about Mexican agricultural policy, which parallels many of the same bloated subsidies in the US agricultural system. Modeled after EWG's farm subsidy database and developed with our technical support, FUNDAR has recently advocated reforms in Mexican transparency laws and established a database that has brought a new level of accountability to agricultural policy debates in Mexico.

The *Des Moines Register* and *Energy and Environment Daily* picked up our post-election analysis of status quo subsidy support by members of Congress, entitled "Democrats' Bitter Harvest." This analysis showed that many farm state Democrats did not win significant support through their ardent backing of the corn lobby and direct payments.

In December 2010, President Obama signed a bill enacting a \$1.15 billion settlement with black farmers

denied loans and other aid by the U.S. Department of Agriculture. EWG's groundbreaking 2004 report, "Obstruction of Justice," helped spark congressional inquiries that led to the settlement.

# WATER ///

## RIGHT TO KNOW WHAT'S IN OUR TAP WATER

EWG has a long track record of raising awareness about the critical need to protect rivers, streams and aquifers from pollution that ends up in tap water and bottled water alike – and, ultimately, in our bodies.

Americans have a right to drinking water free of drilling fluids, carcinogenic chemicals and other toxic chemicals.

EWG's January 2010 report, "Drilling Around the Law," disclosed that companies drilling for natural gas and oil with a process called hydraulic fracturing were injecting toxic petroleum distillates into thousands of wells, skirting federal law and threatening drinking water supplies from New York to Wyoming. The report sparked congressional investigations. EWG lobbied with Josh Fox, director of the HBO documentary "Gasland," nominated for an Academy Award.

In July 2010, EWG President Ken Cook testified before a U.S. Senate appropriations subcommittee about the 1.8 million gallons of dispersants dumped in the Gulf of Mexico during the catastrophic BP oil spill, with little information on the chemicals' environmental or possible dangers to humans, animals and plants.



# WATER ///

EWG's December 2010 report documented that toxic hexavalent chromium, an industrial water pollutant also known as chromium-6, or the "Erin Brockovich chemical," contaminates the tap water of 31 of 35 cities. The EWG report was featured on CNN, ABC News, NPR, The Associated Press and in more than 300 local outlets. Environmental Protection Agency Administrator Lisa P. Jackson met with 11 U.S. senators to discuss EWG's report, conduct an assessment of chromium-6 contamination and issue a proposed drinking water standard by summer 2011. She followed up with guidance to water utilities on how to test and treat chromium-6. Meanwhile, California officials proposed a strict safety goal for hexavalent chromium. In early 2011, Sen. Barbara Boxer, chair of the Senate Environment and Public Works Committee, summoned administration and industry officials to testify, along with EWG President Cook, about chromium-6 water pollution.

EPA granted a petition filed by EWG, Beyond Pesticides and the Fluoride Action Network to end of the use of sulfuryl fluoride, an insecticide and food fumigant. The action marked the first time EPA has granted all objections to a petition under the "reasonable certainty of no harm" standard of the Food Quality and Protection Act. The petition also helped prompt a 2011 decision by the U.S. Department of Health and Human Services to reduce its recommended maximum level of fluoride in tap water by 42 percent.

"Keep on doing what you're doing. I like what you're doing. I certainly welcome it. We can't stop the science or telling the truth to the American people."

– U.S. Sen. Barbara Boxer (D-Calif.) to EWG President Ken Cook, at a Feb. 2, 2011, Senate Environment and Public Works committee hearing on chromium-6 water pollution

# TOXIC CHEMICALS ///

## RIGHT TO KNOW WHAT'S IN YOUR PRODUCTS

To bring about change, we must harness consumer buying power and give people tools to shop smarter and move markets.

EWG's 2010 sunscreen guide warned that data from an unpublished federal study showed that retinyl palmitate, a form of vitamin A found in two-fifths of U.S. sunscreens, could accelerate development of skin tumors. In January 2011, a key independent science advisory panel of the National Institutes of Health unanimously confirmed EWG's analysis.

The online environmental news site Treehugger recognized EWG's cosmetics database, Skin Deep, as the web's "Best Health/Beauty Information Site." In July, culminating a decade-long campaign by EWG and like-minded environmental health groups, Congress introduced the Safe Cosmetics Act of 2010.

EWG's groundbreaking January 2010 report, "Off the Books," documented that a loophole in the toxics control law has permitted industry to keep secret more than 17,000 chemicals. The report prompted a front-page story in The Washington Post and spurred EPA to begin making reforms to advance transparency.



# TOXIC CHEMICALS ///

The Obama administration has made a major public commitment to reform the nation's outdated toxics chemicals law. In 2010, Ken Cook testified before the Senate Environment and Public Works Committee and House Energy and Commerce Committee on toxics policy and reform. EPA Administrator Lisa Jackson and EWG leaders met to discuss the administration's strategy. Cook was featured in a panel discussion with Dr. Sanjay Gupta on CNN's "Toxic America."

Major baby bottle manufacturers switched to non-BPA plastic in 2010. Lawmakers in Minnesota, Connecticut, Maryland, Washington state, Suffolk County, N.Y. and Chicago voted to ban BPA in food packaging for babies and young children. The California Assembly fell just short of 41 votes needed for passage of a similar ban.

EWG tests found that 40 percent of store receipts had high levels of BPA. This report, featured on NPR, The Diane Rehm Show and The Washington Post, helped spur industry action to remove BPA from paper receipts.

The City of San Francisco approved the first-ever citywide ordinance requiring disclosure of cell phone radiation values at the point of sale, due in large part to EWG's scientific review. EWG's updated 2010 cell phone radiation guide, listing emissions of popular new smart phones, kept a spotlight on the issue.

Under pressure from EWG and other advocates, three chemical companies forged an agreement with EPA to end production, importation and use of the flame retardant decabromodiphenyl ether (Deca), a neurotoxic chemical and possible carcinogen, by the end of 2013. Deca, commonly added to consumer electronics, furniture, textiles and plastic shipping pallets, is biopersistent and presents particular dangers to children.

"Any doctor will tell you that when it comes to your health, knowledge is power — which is why you should bookmark the website for the Environmental Working Group. Dedicated to consumer health, the site covers everything from cell phone radiation reports to toxicity ratings for beauty and cosmetic products, to help you make the most informed decisions."

– Treehugger Best of Green Awards, April 12, 2010



## GREAT CONTENT HAS GREAT ORGANIZING POWER

Just four years ago, our email list comprised 7,000 people. We ended 2010 with an audience of 1 million. The reason: more and more people are tuning in to what our government has tuned out.

Armed with powerful investigations and facts, EWG gives people the tools to make smarter, healthier decisions for themselves and ultimately to move markets and policymakers. We give manufacturers a dollars-and-cents reason to come up with products that pose fewer health and environmental risks.

Engaging and inspiring the public is vital to achieving goals and effecting change. We're committed to finding creative ways to reach new audiences. Our success comes from knowing where people hang out and get their news. These days, it's from online sources, including non-traditional ones.

We know from the millions of visits to our website and databases that there is a demand for the kind

# 1 MILLION STRONG ///

of solid information that EWG assembles and makes accessible. When 1 million people ask us to keep them posted on what we're doing, we know our work fills a critical niche.

The exponential growth of our audience underscores that people believe they have a right to know -- a right to the facts about what they are eating, drinking and lathering on their skin and where their tax dollars are going. People are hungry for solid, fact-based information that helps them make better decisions when they're shopping for food, cosmetics, sunscreens, cell phones, cleaning products and a host of other household items, as well as when they're evaluating the wisdom of policies that affect our food and farm systems, our energy supply and our natural resources conservation policies.

Thank you for being part of this larger community and working with EWG to create progress.







## MISSION STATEMENT

### **What is EWG Action Fund?**

The mission of the Environmental Working Group Action Fund (EWGAF) is to energize lawmakers and citizens to create a healthier future for our children. EWGAF is a 501(c)(4) organization, founded in 2002 by the Environmental Working Group.

To be a 501(c)(4) organization, a nonprofit must be operated exclusively for the promotion of social welfare and can engage in lobbying or political activity.

# EWG ACTION FUND ///



“Environmental Working Group -- Building Online Community: Holiday gift guides, bottled water scorecard, cosmetics database, sunscreen database, pesticides shopping list, a chance to help pick the design for their tote bag – these guys are doing everything right by making that emotional and valuable connection with their audience. In the last four years, EWG has grown their email list from 6,000 people to over 1 million. As more and more people became concerned over issues of public health and the environment, EWG responded by giving their audience what they were asking for.”

– Sarah Freedman, Groundwire, March 21, 2011.

EWG and EWG Action Fund, the sister organization of EWG, work to engage our supporters. We’re proud that our supporters not only stand in our corner, they take action.

## Strength in numbers

EWG Action Fund collected more than 116,000 signatures

on a petition calling on Congress to reform the nation’s broken toxic chemicals law. We hand-delivered our petition to Sens. Barbara Boxer (D-Calif.) and Frank Lautenberg (D-N.J.) and Rep. Bobby Rush (D-Ill.).

We collected almost 200,000 petition signatures on national issues, including pesticides, cosmetics legislation and reforming toxics policy, and thanking key legislators and officials for taking action. When it comes to emailing federal elected officials directly, our activists weren’t shy. Nearly 28,000 messages were sent to elected officials regarding toxics reform, BPA in consumer products and children’s nutrition.

We work on state and local issues as well as on the federal level. From California to Maryland, cell phones to BPA, our activists made themselves heard. More than 5,700 people in four states and the District of Columbia contacted their state leaders about spending tax dollars on bottled water. In Maryland, almost 1,000 people contacted their state Senate and governor about BPA.

Californians were some of our most vocal activists. From cleaners to BPA to San Francisco’s cell phone ordinance, they took action after action.

## Cell phones

In 2010, San Francisco became the first city in the nation to enact right-to-know legislation for cell phones. Under the new ordinance, cell

phone retailers will be required to post information about cell phone radiation at the point of sale. EWG worked with the city on the ordinance and was a major proponent of its passage. Many EWG supporters emailed their representatives, wrote letters and attended hearings to assure the ordinance's passage. As the cell phone industry fights this landmark legislation, EWG will continue to work with San Francisco on its groundbreaking steps to educate consumers about how they can reduce their exposure to cell phone radiation.

### **BPA**

The toxic, hormone-disrupting compound bisphenol A does not belong in baby bottles, sippy cups, infant formula containers or baby food jars. This commonsense idea is what prompted state Sen. Fran Pavley to introduce SB 797 in California, and it is what prompted EWG to become an official sponsor of the legislation. You might think this bill would easily pass, given the nationwide movement to ban BPA in children's products. The unfortunate truth is that the chemical and pharmaceutical industries have great power in the California political system, and they threw their weight into stopping SB 797. We asked our community of parents to stand with us. After months of testifying at hearings, countless emails, phone calls, lobby visits and a rally on the capitol steps with a towering inflatable baby bottle, SB 797 finally made it through the state Senate and the Assembly. After the bill failed on a final Senate vote, newly elected state Assembly member Betsy Butler took on the cause and introduced a new bill in California. Our hopes were high that in 2011 EWG – and California's children – would see victory.

### **Green Chemistry**

EWG worked closely with the California Department of Toxic Substances Control to help develop strong, health-

protective "Green Chemistry" regulations. When these regulations were gutted at the last minute, with no input from stakeholders and virtually no notice, EWG California was one of the major organizations to lead a successful effort to rescind the altered regulations. EWG planned to work with the Brown administration to establish green chemistry regulations that would help, not harm, the fight to get toxic products off the market in California.

### **Drinking water**

EWG California had two major successes in our effort to get clean, healthy drinking water for all Californians. Thanks in part to years of EWG work on the issue, California published more protective public health goals for both perchlorate and hexavalent chromium.

### **Fracking**

In the fall of 2010, EWG met with officials of the California agency responsible for regulating the oil and gas industry to find out what they knew about hydraulic fracturing, or "fracking." Their answer: Don't worry, it's not really happening here.

EWG relied on the facts. And the facts made us worry.

Over the coming months, EWG researchers dug up dozens of industry documents showing that hydraulic fracturing has been going on for decades in California and is widespread, EWG brought the issue to the attention of state Assembly member Bob Wieckowski and worked with his staff to develop AB 591. This landmark legislation would, for the first time, require California regulators to track – and disclose to the public – where fracking is occurring; the name, volume and concentration of the chemicals that are being injected; and the volume and source of the water being used.

# DONORS ///



## LEADERSHIP CIRCLE

\$250,000 or more

11th Hour Project • Anonymous • The David and Lucile Packard Foundation • Richard and Rhoda Goldman Fund • The McKnight Foundation • Popplestone Foundation • Alice & Fred Stanback • The William and Flora Hewlett Foundation • The Walton Family Foundation

\$100,000 -- \$249,999

Anonymous • Jacob & Hilda Blaustein Foundation • The Lucretia Philanthropic Fund • Park Foundation

## HEROES

\$25,000 -- \$99,000

Anonymous • Bellwether Fund • Breast Cancer Fund • Caldwell-Fisher Charitable Foundation • Civil Society Institute • The John Merck Fund • Johnson Family Foundation • San Francisco Foundation • The DMK Foundation • Turner Foundation • Wallace Genetic Foundation • Winslow Foundation • Working Assests/CREDO

# WATCHDOGS

\$10,000 -- \$24,999

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\$1,000 -- \$4,999

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[David Andrews, PH.D.](#) // Senior Scientist

“I’m starting to wonder if anyone at the Environmental Working Group (EWG) ever sleeps.”

– Chris Hunt, Ecocentric, a sustainable food, water and energy blog of the GRACE Communications Foundation

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# FINANCIALS ///

## 2010 REVENUE

Individuals	\$2,036,670	35.1%
Corporations	\$175,008	3.1%
Grant Revenue — Foundations	\$3,238,500	56%
Consulting	\$155,948	2.7%
Interest & Misc. Income	\$181,530	3.1%
<b>Total Revenue:</b>	<b>\$5,787,656</b>	<b>100%</b>

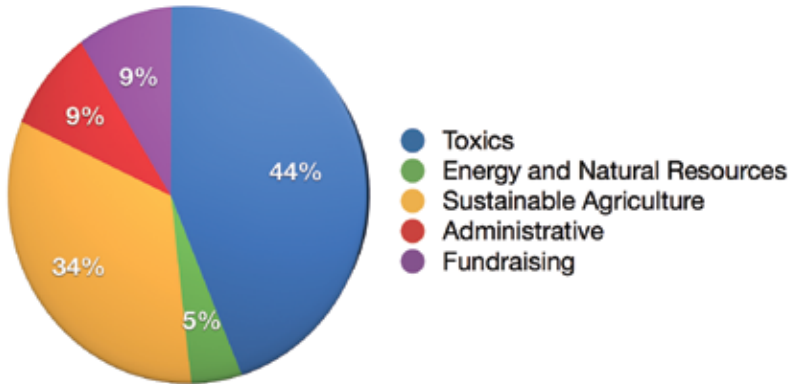
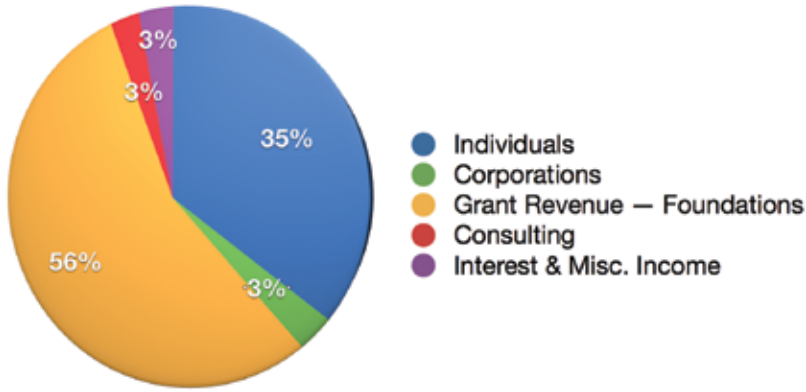
## 2010 EXPENSES

Toxics	\$2,540,703	43.7%
Energy and Natural Resources	\$259,697	4.5%
Sustainable Agriculture	\$1,956,017	33.6%
Administrative	\$538,772	9.2%
Fundraising	\$517,744	8.9%
<b>Total Expenses:</b>	<b>\$5,812,933</b>	<b>100%</b>

## PRIOR DATA

	2010	2009	2008	2007	2006	2005	2004
Revenue	\$5,787,656	\$3,511,522	\$6,570,003	\$4,280,586	\$3,587,078	\$3,773,746	\$2,811,403
Expenses	\$5,812,933	\$5,091,375	\$4,827,119	\$3,884,723	\$3,230,003	\$2,749,547	\$2,447,440







# ENVIRONMENTAL WORKING GROUP

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